

**FACTORS INFLUENCING CUSTOMER'S PURCHASE INTENTION TOWARDS
HALAL COSMETICS AMONG YOUNG ADULTS**



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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING

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UNIVERSITY OF TECHNOLOGY MARA

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration (Honours) in Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA
CAMPUS BANDARAYA MELAKA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, AZALIANA BINTI AYOB, 951121145702

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

The Head of Program

Bachelor of Business Administration (Hons) in Marketing

Faculty of Business Management

Universiti Teknologi MARA

Melaka Kampus Bandaraya

110 Off Jalan Hang Tuah

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Factors Influencing Customer’s Purchase Intention Towards Halal Cosmetics Among Young Adults” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AZALIANA BINTI AYOB

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Abstract

Muslim population has been increasing globally over the years. Increasing along with it is the awareness of halal consumption. Many Muslims are becoming more aware towards the Halal idea and it has now not limited to food segment but non-food segment as well such as personal care, toiletries, fragrance and cosmetic products. In Malaysia, it can be observed of the palpable increasing demand for cosmetics product and due to the advancement of technology, knowledge and resources, cosmetics industry can be seen to be a major growing sector for the Halal industries. Multiple studies have been conducted to investigate the determinants of customer's intention to purchase or Halal cosmetics. The main objective for this research is to identify the factors influencing customer's purchase intention towards Halal cosmetics. The elements that will be examined are attitude, subjective norm, perceived behavioural control and brand awareness. Convenient sampling technique was used and questionnaires were distributed to more than 300 respondents from UiTM Kampus Bandaraya through internet survey. Subsequently, data collected were transferred into the SPSS program and analysed. The data went through several statistical analyses such as the frequency analysis, reliability analysis, descriptive analysis, Pearson correlation analysis and multiple regression analysis. The outcome was confirmed that all of the variables are positively related to customer's purchase intention towards Halal cosmetics. All in all, the findings of this research study can be beneficial to the entities involved in Halal cosmetic industry and future researcher.